

Title	Analyse furniture product markets, and customer and supplier relationships for a furniture business		
Level	4	Credits	10

Purpose	People credited with this unit standard are able to: analyse furniture product markets for a furniture business; and analyse customer and supplier relationships for a furniture business.
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Classification	Furniture > Furniture Operations
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Available grade	Achieved
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Guidance Information

- 1 Evidence for assessment against this standard may be presented in the form of a written report or an oral report with supporting documentation.
- 2 Definitions

Furniture product categories refer to different types of furniture products such as dining table and chairs, lounge chairs, settees, office desks.

Reliable sources refer to independent, reputable research organisations which may be private or public bodies. Examples include organisations that are members of the Research Association New Zealand and government research departments such as Statistics New Zealand. Further information on these organisations can be found at <https://www.researchassociation.org.nz/about-us>.

Outcomes and performance criteria

Outcome 1

Analyse furniture product markets for a furniture business.

Performance criteria

- 1.1 Furniture products made by the furniture business and sold in the New Zealand furniture market are identified.

Range evidence of two products is required.
- 1.2 Product target market is described in terms of demographic profile for the two furniture products identified in performance criterion 1.1.

Range age band, salary band, gender; may include but not limited to – location, interests, education.

- 1.3 The total population size of the target market described in performance criterion 1.2 is determined using population data gathered from reliable sources.
- 1.4 Furniture product categories sold in New Zealand are described in terms of percentage of total furniture sales using furniture sales data gathered from reliable sources.
- Range a minimum of three product categories are described.
- 1.5 The products identified in performance criterion 1.1 are categorised in terms of their furniture product category and the size of the potential market is identified and compared to the target market described in performance criterion 1.2.
- 1.6 Competing products and their respective manufacturing locations, and any competitive advantages the competing manufacturers have are identified.
- Range a minimum of three competing products for each furniture product identified in performance criterion 1.1.
- 1.7 Strategies that can be adopted by the furniture business to overcome some of the competitive advantages identified in performance criterion 1.6 are described.
- Range a minimum of two strategies.
- 1.8 A potential international market that the furniture products identified in performance criterion 1.1 could be sold into is described.
- Range location, size, and demographic profile of the target consumers.
- 1.9 Barriers to competing in the international market are identified and potential strategies to overcome these barriers are described.
- Range examples of two barriers are given and a minimum of one strategy to overcome each barrier is described.

Outcome 2

Analyse customer and supplier relationships for a furniture business.

Performance criteria

- 2.1 Key suppliers and customers of the furniture business are identified and described in terms of products or services, size and geographic location.
- Range a minimum of two key suppliers and two key customers.
- 2.2 The key suppliers identified in performance criterion 2.1 are described in terms of timeliness of service, quality of product or service, price, and longevity of relationship.

- 2.3 The requirements of the key customers identified in performance criterion 2.1 are described in terms of after sales service, guarantees, payment terms, quality criteria, quantity criteria, and delivery criteria.
- 2.4 The impact of good customer and supplier relationships on furniture manufacturing business stability and profitability is described.

Planned review date	31 December 2024
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 June 2009	N/A
Review	2	27 August 2020	N/A

Consent and Moderation Requirements (CMR) reference	0173
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Competenz qualifications@competenz.org.nz if you wish to suggest changes to the content of this unit standard.